



General Election Campaign

Proposal ID: 718
Schedule Date: 08/27/2012 - 11/04/2012
Spot Length(s): :30

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Flight Dates: 08/27/2012-11/04/2012

Net Cost
\$912,877.50

~~\$15,301.50~~

Approved by:

7/9/13

General Summary (DMA P18+ D,RTG)

Name	Spot	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KSNV	50	\$15,150.00	76.1	1099.4	\$199.08	\$13.78	33.3	2.3	17.0	492,648	1,479,674